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FOOD

INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 61

TO HELP MARKET PLENTIFUL FOODS a new retail store program is underway. Materials will consist of a large over-wire banner stating the theme, and smaller banners on which specific foods that are regionally plentiful--fresh fruits and vegetables--can be listed. The banners are not being sketched by a task force of the War Advertising Council, which is also roughing out a promotion folder to enlist the cooperation of retail stores. Field operations will be conducted by the OD field staff. The initial push will tie in with July activities on home canning, and the second drive will be related to the September theme-of-the-month on nutrition. Other materials will be produced as future conditions seem to require.

"THE GIANT OF THE WASTELANDS", a pageant, was presented in practically every church, white and colored, of Anderson County, S. C., on May 21. Written by the Reverend Joe H. Carter of Anderson, S. C., and unanimously approved by the Anderson County Minister's Association, the pageant showed the result of man's neglect of the land and suggested ways in which land waste can be resisted. SCS has taken initial steps to adapt and reproduce this pageant for use elsewhere.

"SHALL I BE A FARMER"?, an illustrated leaflet designed to be helpful to servicemen released from the armed forces, is scheduled to go to the printer within the next 10 days. It discusses opportunities in the farming business qualifications a farmer ought to have, the kind of life a farmer really lives, how much money he is likely to make, and how to go about getting a farm. Copies should be available for distribution by the first of August.

MORE HIGH-GRADE COTTON A drive will soon be under way by the WFA and the National Cotton Council urging farmers to harvest all the high-grade cotton possible this year to meet increased war demands. A fact sheet on the subject is being prepared. Also, a poster entitled "Produce High-Grade Cotton", is scheduled to be off the press early in July which emphasizes the importance of picking cotton as dry as possible, keeping trash out, picking before weather damage, keeping the good cotton separate. These materials will be sent to ginners, farm organizations, and government field staffs in the cotton-producing states.

MILKWEED HARVEST. . . Eight more states--Kentucky, Tennessee, Oklahoma, Arkansas, Kansas, Nebraska, North Dakota, and South Dakota--have been added to the original 21 in which the WFA will organized intensive campaigns to harvest milkweed floss this fall. Information material on the milkweed campaign will be sent to State War Boards for transmittal to counties where it will be adapted for local press and radio use. A War Board memo will be out on this.

AN OVER ALL STATEMENT ON FOOD is being prepared which sets forth policies in the light of prevailing food supplies and outlook for the future. Emphasis is placed on various phases of the general food program including Food Conservation, Victory Gardens, Farm Labor, Home Canning, Nutrition, Marketing of Plentiful Foods, Industrial Feeding, etc. Copies of this statement will be made available to agencies of the Department for distribution to their field staffs.

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"A" AWARDS for outstanding service to the wartime food program have been made by WT to 14 more food processing plants. They are: Libby, McNeil & Libby, Manzanola, Colorado; Fruitland Canning Ass'n., Fruitland, Idaho; Mor-pak Preserving Corp., Stockton, California; Blue Mountain Canneries, Inc., Dayton, Washington; Blue Mountain Canneries, Inc., Pomeroy, Washington; Richmond-Chase Co., Edenvale, California; Richmond-Chase Co., Plant #2, San Jose, California; Richmond-Chase Co., Plant #4, San Jose, California; Richmond-Chase Co., Plant #7, Stockton, California; Miller & Hart, Inc., Chicago, Illinois; Rochester Canning Co., Rochester, Indiana; California Packing Corporation, Brooklyn, N.Y.; E. Greenebaum Co., New York, N. Y.; Libby, McNeill & Libby, Houston, Delaware.

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WARTIME FOREST FIRE PREVENTION For the third consecutive time J. C. Penney is currently including forest fire prevention in a series of special wartime window displays. Posters, window stickers, envelopes stuffers, and stamps are being distributed to Penny's 1,600 stores And Fox Movietone and Paramount newsreels are featuring forest fire prevention.

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INDUSTRIAL FEEDING was featured at the meeting May 26 and 27 in New York City of New York Dietetic Association. Speakers included Doctor Sherwood, representing the Civilian Food Requirements Branch of OD, and Miss Burch, an industrial feeding specialist for the Northeast region.

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IKE AND ERINE are ardent food conservation and members of the "Clean Plate Club", according to the May 29 issue of Time magazine. In London's swank Grosvenor house--the officers' mess where both General "Ike" Eisenhower and War Correspondent Ernie Pyle have eaten--slips are distributed to all dinners bearing the inscription "Eat all you take on your plate or explain by endorsement hereon".

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TO PREVENT INFLATION From May 29 to June 10, OPA is asking every Ration Board member to recruit one prospective price panel assistant to help hold the line on inflation. The duties of a price panel assistant are to: Distribute price lists and price information to merchants; help Community Service Panel to distribute information to consumers to help them better understand their part in price control; make regular visits to retail stores to help answer merchants' questions about store classifications and prices.

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PRODUCTION AWARDS have been made during recent months to farmers in some 20 states by REA, based largely on the most effective use of electric power to produce food.

• USDA RELEASES OF SPECIAL INTEREST WFA suspends farm slaughter restrictions
--- 2359; Agriculture officials concerned over change in Farm and Home Hour--2336; Our future food supply (an address by Marvin Jones over N.B.C. on May 26)--2367; CCC corn loans--2371; Australia expects slightly increased wheat acreage---2373; Statement by War Food Administrator on eggs--2386; Longer spring grazing improves yield and quality of meadow forage--2391; Milkweed on roadside to be saved for seed floss--2392; Consideration to war veterans for rationed machinery--2397; No tires yet for steel-wheeled tractors--2398; CCC loans on 1943 crop cotton--2403.

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OTHER IMPORTANT RELEASES Old type B and C gas coupons invalid after June 1 (but holders of such unused coupons may bring them in to their local War Price and Rationing Board for exchange)--OPA-4345; Spec-maximum prices to be established for 1944 crop sweetpotatoes--OPA-4361; All rationing restrictions removed form lard--OPA-4358; Dollars and cents prices established for hominy feed, etc.--OPA-43-59; Dollars and cents ceilings established on several types of cheeses; For Bleu and Gorgonzola see OPA-4356; for Italian type cheese see OPA 4355; and for Monterey and High Moisture Jack see OPA-4363; Point values of processed goods for June--OPA-4378; Red stamp point values for June--OPA-4379; Increases in ceiling prices of corn syrups and crude corn sugar---OPA-4381.

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AGRICULTURAL LEGISLATION May 26, House Agriculture Committee reported a bill to continue the Sugar Act for 2 more years. May 29, Senate Finance Committee reported identical bill. May 31, Senate Banking and Currency Committee reported a bill to continue the Price Control and Stabilization Acts until Dec. 31, 1945; to prohibit subsidies in the absence of specific appropriations therefor, after June 30, 1945; to provide for periodic adjustments of cotton prices; and to increase the commodity-loan and support-price rates from 90% to 95%. Same Committee reported a bill to provide for 4% interest on Land Bank Commissioner loans form July 1, 1944, to July 1, 1945. June 1, House agreed to amependments (in Pace bill) to continue FSA's loans, grants, and rural rehabilitation program and the school-lunch program until June 30, 1945.

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NATIONAL FARM AND HOME HOUR

Tuesday, June 6, through Monday, June 12

TUESDAY -Beware! Gifts from Abroad - H.J. Dean, Bureau of Entomology and Plant Quarantine, and Home Canners -- Attention! Ruth Van Deman, BHN&HE

WEDNESDAY-Can Town Women Really Help Farmers - Frances Valentine, U.S. Dept. of Labor from New York.

THURSDAY-Cutting Legume Hay to Get the Most out of Protein on the Farm - Eugene A. Hallowell, BPISAE.

FRIDAY -Victory Gardens "Don't Lay that Pistol Down'", Ernie Moore, Duke DuMars and W. H. White of E&PQ.

MONDAY - Farm Production Report to the Nation, No. 10 - Texas. J. D. Prewitt, Acting Director of Texas State Extension Service, B. F. Vance, AAA Administrator, Mr. and Mrs. W. H. Hopman and son Wilfred, a farm family from Fort Bend County, Texas.

FARM LAND PRICES. . . . The American Bankers Association has distributed to its member banks a circular dated May 16 which shows, statistically, the trends in agriculture during World Wars I and II, and points out, among other things, that prices on farm lands advanced 15 percent during the 12 months ended March 1, 1944 to average 114 percent of the 1912-14 base. The circular urges bankers to watch land trends and to influence their farmer customers to keep in a safe position.

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CONSUMER TIME will celebrate its eleventh anniversary on the air June 10 (12:15 p.m. EWT). Included on the program will be highlight bits from programs produced during the past year: "The Case...of Milk", "Soya Foods", "The Kayo Clinic", and "Sgt. Chavinski's One-dish meals". Cy Briggs will give a brief Victory Garden resume.

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WEA COMMENDS FARMERS for taking early delivery of fertilizer this year thus preventing a peak-season shortage. A press release urging farmers to repeat this procedure next year is about ready to come out.

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1945 WHEAT GOALS. A goals review committee has been studying wheat goals for 1945. Look for a preliminary report on this soon.